



THE MARKET TIMES

“Mouthpiece of the Rochester Public Market”

Winter Vendor Meeting:

It's time for us to gather and touch-base on a number of topics. Please mark your calendar for the following:

Rochester Public Market

Vendor Meeting

Wednesday

February 16th

6-8PM

**Lake Riley Lodge
@ Cobbs Hill
Culver Road
Rochester, NY**

Topics to be discussed include:

- Parking 2005- additional vending space
- Salvation Army Proposal
- Façade Grants
- Railroad Street Changes
- Tuesday Evening Market
- Special Event Schedule
- Centennial Celebration
- FMNP Program
- Farm Inspections
- Nursery Certificate
- NAPMM Conference
- Open Forum



The newly renovated Public Market Information and Public Safety Kiosk is open. Please stop by and take a look!

Public Market - fresh produce, community flavor, draws crowds

By: Stuart Low and Karen Miltner

Reprinted with permission from Insider Magazine

With its 2005 centennial fast approaching, the Rochester Public Market cultivates tradition along with its watermelons and mustard greens. Founded in 1827 at the Main Street bridge, this open market relocated in 1905 to its present home — a 9-acre warren of stalls, sheds and shops at 280 N. Union St. On an average Saturday in summer, 25,000 visitors chat (and haggle) with about 300 vendors. These local truck farmers and storefront retailers sustain the market's down-home heritage. “It's always a pleasure working here and meeting people,” says Albion vendor the Rev. Wilfred E. Moss. A pastor at Jamestown's A.M.E. Zion Church, Moss grows his own produce in summer and buys southern fruits and vegetables for sale in winter. The 72-year-old has hauled his peppers and turnips to Rochester Public Market for 25 years. Amy Bush, of Irondequoit, shops for dinner that she was making for her mother. Chad Ansler, 28, of Walworth sells his produce at the Rochester Public Market on Saturday morning. 'I've been working here since I was 9 years old,' says Nick Brucato, 63, who arrives at the market at 5:30 a.m. to unload his potatoes, onions and watermelons. 'My dad was a vendor, too.' But amid the longtime vendors, you'll find a new generation that intends to keep the tradition alive. 'It's very rewarding and enjoyable but a lot of work,' says Michelle Amsler, 26. She and her husband Chad, 28, grow potatoes, cabbages and carrots in Walworth, Wayne County, and sell them



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Public Market

Cont. from pg. 1

year-round at the market. On Saturdays when the mercury is above 30 degrees, they even bring their 10-month-old daughter, Ruth. The Amslers are also regular shoppers at the market, as their behind-the-table stash of bread, fruit and vegetables that they don't grow themselves, demonstrates.

About 1.5 million visitors of all ages and nationalities shop for similar wares each year. The diversity of the Public Market's customers and vendors makes it a very different place from the small wholesale market launched in 1905. 'Last fall, a University of Rochester anthropology class surveyed 129 shoppers on a Saturday,' recalls market overseer Jim Farr. 'For 22 of those, English was not their native language.' In contrast, the main customers in 1905 were local groceries, though passersby could purchase fruits and vegetables from hucksters with pushcarts. After World War I, the market became a bargain center for individual shoppers at a time of inflation and food shortages.

Today, it's a more chaotic affair, with visitors vying for rare parking spots and the freshest produce. It's not unusual to see buyers arriving at 6 a.m. to claim their favorite items before the crowds arrive. Many vendors and shoppers do business in several area farmers markets. However, Rochester Public Market's leaders take this trend in stride. 'We encourage these venues, so we can keep agriculture strong in the region, says Farr, who is also the city's assistant director of parks and recreation. But he adds that his market offers attractions that few rivals can match. These include three bakeries, three fishmongers, two butchers, three cheese vendors, arts and crafts booths and

live chickens and rabbits (for consumption, not pets). And bargains at Rochester Public Market are plentiful. A 10-pound bag of potatoes that sells for \$3 or \$4 in the grocery stores goes for \$2 here. This is only Amy Bush's second venture to the Public Market, but already she's convinced 'it's going to be an every-week thing.' 'I studied in England and shopped at the markets there but didn't even know we had this. It's amazing,' says the 28-year-old Irondequoit resident whose bags are weighed down with honey, eggs, asparagus, cookies and scouring pads. 'Plus the prices. When you're trying to pay off college loans, you can't beat them.' amid the haggling over turnips and sweet peppers, potted tulips and imported cheeses, a communal legacy prevails. Some vendors have been here three or four generations,' says Farr. 'They know each other, and the shoppers have come to know them. It really is like a family.' 'I've been coming here my whole life to sell,' says a ruddy-cheeked Tim Ophardt Jr., 22. This time of year, he and his father, Tim Ophardt Sr., supplement sales of their farm-raised eggs with green peppers, celery and scallions from other parts of the country. Later in the season, they'll have cabbage, broccoli, pickling cucumbers and cauliflower from their Clarkson farm. Shoppers also have been coming to the market for generations. Courtney Dwyer's mother began bringing her here when she was little. "Everything is fresh. And it's nice to give your money to local vendors, not Wegmans or Wal-Mart."

Today, with her 5-week-old son, Myles Blackwood, soundly sleeping in a harness across her chest, the 21-year-old Rochester mother continues the tradition.



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Look!

Greatest Community Garage Sale

Check out our schedule of events and the expanded list of garage sale days. In 2005, the market will be busy every Sunday from May to October!

Other Area Farmers Markets

If you're looking to expand your marketing, you may want to check out other farm markets in Monroe County.

Brockport Farmers Market: Sundays 7 a.m. to 3 p.m. from mid-June to early November at the corner of Market and Main streets, Brockport. 637-5300, ext. 19.

East Rochester Farmers Market: Sundays 8 a.m. to noon from early May to mid-November at the Techniplex Plaza parking lot, 300 Main St., East Rochester. 387-9147.

Fairport Farmers Market: Saturdays 7 a.m. to noon from early May to late November at 31 S. Main St., Fairport. 223-6795.

Farmers Market at Scottsville Ice Arena: Sundays 9 a.m. to 1 p.m. from late June to end of September at the Scottsville Ice Arena, 1800 Scottsville-Chili Road, Wheatland. 889-1810, ext. 7.

Greece Ridge Center Farmers Market: Thursdays and Saturdays 9 a.m. to 3 p.m. from early July to end of October at 271 Greece Ridge Center Drive, Greece. 225-1140.

Irondequoit Farmers Market: Thursdays 5 to 9 p.m. late May to end of October at Irondequoit Mall's northwest corner parking lot, 285 Irondequoit Mall Drive, Irondequoit. 336-6070.

North Chili Farmers Market: Saturdays 8 a.m. to 1 p.m. from early July to end of October at United Methodist Church of North Chili, 2200 Westside Drive, Ogden. 594-9111.

Pittsford Plaza Farmers Market: Tuesdays and Saturdays 8:30 a.m. to 2:30 p.m. early June to end of October at 3349 Monroe Ave., Pittsford. 424-6220.

Rochester Foodlink Farmers Market: Wednesdays 3 to 7 p.m. from late June to end of October at Genesee Valley Complex, 131 Elmwood Ave. 328-3380, ext. 49.

Rochester Main Street Farmers Market: Fridays 11 a.m. to 2 p.m. mid-June to late October, Wednesdays and Fridays 11 a.m. to 2 p.m. November to early June, at atrium of Sibley Centre, 220 East Main St. 546-1711.

Rush Community Farmers Market: Thursdays 3 to 6:30 p.m. from mid-June to late October at the Rush United Methodist Church, 6200 Rush-Lima Road (Route 15A), Rush. 533-2170.

Webster Farmers Market: Saturdays 8 a.m. to noon from mid-July to end of October at Webster Village Hall parking lot, 28 W. Main St. 872-4648.



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A. J. CAMP....On The Mend

By Joan Brandenburg
Hildebrand

A J Camp Wholesale Foods has been an integral part of the public market vender community for over 50 years. A devastating fire caused by an electrical malfunction on September 15th 2004 completely destroying building #1 and half of building # 2 at the Camp complex. Company President Alphonse Camp says they are on the mend. Ramer Steel of Portland Avenue is the chosen architect and builder for the project. When the weather breaks, building #1 will have to come down completely, renovation and repair will begin on the damaged portion of building # 2 . How will the new building look? "We want to preserve the façade of our building to maintain the overall look of market row" Camp said.



by mid summer, The new facility should be up and running to capacity. The company is taking this opportunity to assess its position in the marketplace of the future. " There will be some changes in the new building, we are considering adding some retail space which could possibly house specialty items not offered on a regular basis by other venders at the market and as a company, we are looking into moving toward food processing", said camp.

Watch for Grand Opening and Re-dedication ceremony date this summer, you will all be invited!



Public Market Tid-Bits

Welcome New Winter Lease Holders

Keith Killenbeck – Chef K /A-32

Andrew Baker-The Pie Lady/A-112

Notice: Renewal packages for lease holders will be mailed from the market office at the end of February.

A Friendly Reminder to review the Public Market rules and regulations on a quarterly basis. Understanding what is required allows all of us to work together in a harmonious way

We Need Your Input!

We are considering a change to the Tuesday Market hours. In order to increase sales and allow customers another market "shopping option", a Tuesday afternoon and evening market is being considered during the months from spring to fall. Let us know what you think about the change. Complete the survey below and drop it off in the Market office by February 28, 2005.

☐ yes ☐ no **Starting May 1st, 2005, change the Tuesday market hours to 12:00 noon to 7PM.**

☐ yes ☐ no **Starting November 2005, cancel Tuesday market hours for the winter months.**

Name _____

Phone Number _____

Comments _____



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